

### REMARKS

Claims 1-40 are pending in this application with claims 1, 6, 11, 16, 21, 26, 31, and 36 being independent. Claims 21-40 have been withdrawn. Claims 1, 6, 11, and 16 have been amended. Support for the amendments may be found in the application at, for example, FIG. 1 and the accompanying text. No new matter has been introduced.

#### Claim Rejections—35 U.S.C. § 103

*Claims 1, 5, 6, 10, 11, 15, 16, and 20*

Claims 1, 5, 6, 10, 11, 15, 16, and 20 have been rejected under 35 U.S.C. § 103 as being unpatentable over Yamazaki (U.S. Patent No. 6,689,492) in view of Huang (U.S. Patent No. 6,762,436) and Antila (U.S. Patent No. 6,583,770). Applicants respectfully request reconsideration and withdrawal of this rejection because neither Yamazaki, Huang, Antila, nor any proper combination of the three describes or suggests two polarizers sandwiching a light emitting element and a color filter, where both of the two polarizers transmit the light obtained from the light emitting element, as recited in amended independent claims 1, 6, 11, and 16.

As the Office Action acknowledges, Yamazaki does not disclose two polarizers sandwiching the light emitting element and the color filter, as recited in independent claims 1, 6, 11, and 16. See Office Action mailed March 21, 2008 at page 3. In view of this, the Office Action relies on Huang to show a transparent double-side OLED made from a transparent cathode structure. See Office Action mailed March 21, 2008 at page 3.

However, one of ordinary skill in the art would not have been motivated to combine the pixel of Yamazaki, which illuminates light in a single direction, with the transparent double-side OLED of Huang. The applicants respectfully submit that the Office Action is relying on improper hindsight reasoning utilizing the applicants' application to suggest such a combination. The application, on pages 2-3, ¶ [0006] states:

By using the light emitting device capable of performing display on both screen sides in this manner, downsizing and weight saving of the light emitting device can be achieved while enlarging an area capable of displaying images.

Therefore, the Office Action's suggestion that "it would have been obvious to modify the cathode and the anode of Yamazaki transmitting light as disclosed by Huang for providing a dual display," (see Office Action mailed March 21, 2008 at page 3) without explicit teaching of such a suggestion, is "knowledge gleaned only from applicant's disclosure" and is, therefore, improper. See MPEP § 2145(X)(A).

In addition, "rejections on obviousness cannot be sustained by mere conclusory statements; instead, there must be some articulated reasoning with some rational underpinning to support the legal conclusion of obviousness." See MPEP § 2143.01(IV) (*citing KSR International Co. v. Teleflex Inc.*, 550 U.S. \_\_\_, \_\_\_, 82 USPQ2d 1385, 1396 (2007) *quoting In re Kahn*, 441 F.3d 977, 988, 78 USPQ2d 1329, 1336 (Fed. Cir. 2006)) (emphasis added). The Office Action has not provided any articulated reasoning as to why one of ordinary skill would have been motivated to combine the pixel of Yamazaki, which illuminates light in a single direction, with the transparent double-side OLED of Huang. Rather, the Office action conclusorily states that such a combination would have been obvious for providing a dual display. Therefore, Huang cannot properly be combined with Yamazaki.

Furthermore, the Office Action acknowledges that neither Yamazaki nor Huang discloses two polarizers sandwiching the light emitting element and the color filter, as recited in independent claims 1, 6, 11, and 16. See Office Action mailed March 21, 2008 at page 3. For this feature, the Office Action relies on Antila.

Antila discloses a display that displays in two, opposite directions. See Antila at Abstract. In one example of a liquid crystal type display, Antila discloses two polarizers (1' and 9'') that surround the liquid crystal. See Antila at col. 4, lines 38-49 and FIG. 3. In another example of a electroluminescence type display, Antila does not describe or suggest using polarizers. See Antila at col. 6, line 41 to col. 7, line 14 and FIG. 4b.

However, applicants respectfully submit that Antila differs from independent claims 1, 6, 11, and 16 for several reasons. First, for the reasons discussed above, one of ordinary skill in the art would not have been motivated to combine the pixel of Yamazaki, which illuminates light in a single direction, with the display of Antila that displays in two, opposite directions.

Second, liquid crystal does not emit light and, therefore, Antila provides background light layers (16' and 16''). See Antila at col. 5, lines 21-25; FIG. 3. As such, the two polarizers (1' and 9'') of Antila surrounding liquid crystal do not sandwich a light emitting element and a color filter, or transmit the light obtained from the light emitting element, as recited in amended independent claims 1, 6, 11, and 16.

Accordingly, for at least these reasons, applicants respectfully request reconsideration and withdrawal of the rejection of independent claims 1, 6, 11, and 16, and their dependent claims 5, 10, 15, and 20.

*Claim 2-4, 7-9, 12-14, and 17-19*

Claim 2-4, 7-9, 12-14, and 17-19 have been rejected as being unpatentable over Yamazaki, Huang, and Antila, and further in view of Boroson (U.S. Patent App. Pub. No. 2004-0151829). Boroson does not remedy the failure of Yamazaki, Huang, and Antila to describe or suggest the noted features of independent claims 1, 6, 11, and 16, and the Office Action does not contend that Boroson does so. Accordingly, applicants respectfully request reconsideration and withdrawal of the rejection of claims 2-4, 7-9, 12-14, and 17-19.

Conclusion

Applicants submit that all claims are in condition for allowance.

It is believed that all of the pending issues have been addressed. However, the absence of a reply to a specific rejection, issue or comment does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Finally, nothing in this reply should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this reply, and the amendment of any claim does not necessarily signify concession of unpatentability of the claim prior to its amendment.

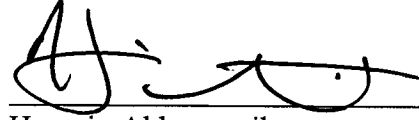
Applicant : Hiroko Abe et al.  
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Respectfully submitted,

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Hussein Akhavannik  
Reg. No. 59,347

**Customer No. 26171**  
Fish & Richardson P.C.  
1425 K Street, N.W.  
11th Floor  
Washington, DC 20005-3500  
Telephone: (202) 783-5070  
Facsimile: (877) 769-7945